



## U.S. University & College Fair

**OTTAWA, CANADA  
October 2, 2006**

# INFORMATION KIT

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U.S. Commercial Service  
490 Sussex Drive  
Ottawa, Ontario K1N 1G8

# U.S. University and College Fair

Ottawa, October 2, 2006

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## Greetings!

Congratulations on taking the next step in international recruitment by participating in the **U.S. University and College Fair** in Ottawa.

This official U.S. trade development program is designed to serve as your gateway to the Ottawa education market. It offers you a first-hand opportunity to promote your institution, meet with prospective students and others involved or interested in post-secondary education.

## General Information

The **U.S. University and College Fair** is designed to be an efficient and cost-effective vehicle for U.S. universities and colleges to recruit Canadian students.

### The U.S. University and College Fair program includes:

- An extensive promotional campaign
- An Invitation to the Networking Breakfast at the Embassy of the United States
- Full participation in the U.S. University and College Education Fair at the Fairmont Chateau Laurier
- Special hotel rates and travel information

## Important Dates

<b>Sept 15</b>	Deadline for fair registration and payment
<b>Sept 28</b>	Promotional and exhibit materials must be received in Ottawa
<b>Oct 2</b>	U.S. University and College Fair in Ottawa

## Travel and Hotel Information

Ottawa is a highly accessible city from the United States by virtually every mode of transportation. U.S. citizens traveling to Canada do not require a visa. However, proof of citizenship at border crossings or prior to boarding flights for Canada is required. **Please note that a driver's license does not constitute proof of citizenship. A passport or birth certificate is required.**

Participants should plan to arrive in Ottawa no later than Sunday, October 1 for the start of the **U.S. University and College Fair** early on Monday, October 2.

## Air Travel

**U.S. University and College Fair** participants are encouraged to make travel arrangements as early as possible.

## Hotel Accommodations in Ottawa

A block of rooms has been set-aside for the **U.S. University and College Fair** participants at the Fairmont Chateau Laurier Hotel, in downtown Ottawa. Please quote the "Embassy rate code EMUSA1 " in order to receive the special hotel room rate of US\$145.00 (plus applicable taxes).

### Fairmont Chateau Laurier Hotel

1 Rideau Street  
Ottawa, Ontario K1N 8S7  
Tel: 613-241-1414 Fax: 613-562-7030

Each guestroom is equipped with a complimentary coffee maker, 2 cups and a bag of regular coffee, decaffeinated coffee and tea, as well as an iron and ironing board, a hair dryer, and one telephone with data port on a complimentary basis. Breakfast is not included.

Ottawa, Canada's capital, has unlimited recreational and entertainment opportunities for your enjoyment. For information on local attractions, sports events, and theatre performances contact:

Ottawa Tourism and Convention Authority  
Web site: <http://www.tourottawa.org>

**PLEASE NOTE: Participants are responsible for their individual hotel and associated travel expenses.**

## U.S. University and College Fair Venue

### Fair Set-up

The **U.S. University and College Fair** will commence on October 2, 2006 at 7:00 a.m. with exhibitor set-up in the Adam Room of the Fairmont Chateau Laurier located at 1 Rideau Street in Ottawa.

### Networking Breakfast

The U.S. Commercial Service will host a networking breakfast for the **U.S. University and College Fair** participants on Monday, October 2 from 8:30 a.m. to 10:00 a.m. Also attending will be high school counselors and principals, as well as local university representatives. There will be guest speakers on Canadian and U.S. education and visa issues.

The networking breakfast will take place at the U.S. Embassy of the United States. Please meet in the Adam Room of the Fairmont Chateau Laurier Hotel, where U.S. Embassy personnel will escort you to the Atherton Auditorium of the U.S. Embassy. Please note that no electrical or electronic devices such as laptops, blackberries, or cell phones will be allowed inside the Embassy.

### Education Fair

The **U.S. University and College Fair**, at the Fairmont Chateau Laurier (Adam Room), will be open to the general public from 11:00 a.m. to 5:00 p.m. The room must be vacated by 6:00 p.m.

Please contact us no later than September 25<sup>th</sup> if you have any requests for an Internet connection or electrical power. Please note that these services if required will be subject to additional charges.

Also note that due to space limitations exhibitors are required to use the table provided.

## Shipping Promotional Materials

We recommend that you bring enough literature for the expected 600 – 800 students. Your promotional materials must be received via courier no later than Thursday, September 28.

## Advance Shipments

Advance courier shipments of promotional and exhibit materials **must arrive in Ottawa no later than Thursday, September 28**, in order to guarantee timely delivery to the meeting site. Promotional and exhibit materials forwarded by courier **must arrive with all incidental fees pre-paid and addressed to:**

Fairmont Château Laurier  
1 Rideau Street  
Ottawa, ON  
K1N 8S7  
Canada

Attention: Receiving Department  
Hold For: Embassy of the United States of America  
Event: University and College Fair  
Date: Monday, October 2nd 2006  
Room: ADAM ROOM  
Hotel Contact: Aline Mahilian

If you have already shipped to the Ogdensburg address, we will make sure to bring your packages to the Adam Room prior to the event.

## Hand-carried Materials

Promotional and exhibit materials hand-carried to the **U.S. University and College Fair** must be declared when processing through Canada Customs at the land border or airport. Presentation of a pro-forma invoice, listing exhibit materials, will serve to facilitate customs clearance upon arrival.

## Promotional Activities

The U.S. Commercial Service will endeavor to provide each **U.S. University and College Fair** participant with the best possible market exposure.

The **U.S. University and College Fair** program and the commercial interests of our participating firms will be promoted through press releases, newspaper advertisements, and targeted mailings in the Ottawa region.

## Post-Event Follow-up Activities

The U.S. Commercial Service measures its success on the basis of our client's success in meeting their business goals in Canada.

Following the **U.S. University and College Fair** in Ottawa, our participants will be requested to complete a program evaluation to help us assess the efficacy of the **U.S. University and College Fair** and to help us identify areas where follow-up assistance may be required by individual participants.

Long after the **U.S. University and College Fair** is over, the U.S. Commercial Service will continue to provide strategic support and assistance to participants as required. We look forward to adding each **U.S. University and College Fair** participant to our long list of firms that have achieved export success in Canada.

# Shipping Label

**Sender:**

Name:	
Company:	
Address:	
City:	
Province/State:	
Postal/Zip:	
Country:	

**Send to:**

**Fairmont Château Laurier  
1 Rideau Street  
Ottawa, ON  
K1N 8S7  
Canada**

**Attention: Receiving Department**

Hold For:	Embassy of the United States of America
Event:	U.S. University and College Fair
Date:	October 2, 2006
Room:	ADAM ROOM
Hotel Contact:	Aline Mahilian
Special Instructions	

Box:                      of: